

Remit To: KDKA-TV
21251 NETWORK PLACE
CHICAGO, IL 60673-1251



KDKA-TV

INVOICE

For: FRIENDS OF MATT SMITH(172688)
Stephen Korbel - Treasurer
PO BOX 13445
Pittsburgh, PA 15243-0445

Account Exec: Brian Butz-1
Office: KDKA-TV
Contract Num: 1201-57011
Contract Dates: 10/16/2012-10/22/2012
Customer Order:
Linked Order:
CPE: / /

Invoice Num: 1201-544286
Invoice Date: 10/28/2012
Billing Cycle: Broadcast EOM
Billing Period: 10/01/2012-10/28/2012

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PAY BY 11/27/2012
Net 30 days

In Account With: MESSAGE & MEDIA INC.(22198)
100 Albany St
New Brunswick, NJ 08901-2179
ATTN:Accounts Payable

Product Desc: FRIENDS OF MATT SMITH

Broadcast airtimes represented are reported to the nearest second.

Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate			
1	THIS MORNING 5-6AM	10/16/2012-10/19/2012	. T W T F . .	30	4	380.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/15/2012-10/21/2012		. T W T F . .	4	380.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/16/2012	Tu	05:29:02 AM		MST105H	30	380.00			
10/17/2012	We	05:11:43 AM		MST105H	30	380.00			
10/18/2012	Th	05:45:48 AM		MST105H	30	380.00			
10/19/2012	Fr	05:14:53 AM		MST105H	30	380.00			
2	THIS MORNING 5-6AM	10/22/2012-10/22/2012	M	30	1	380.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/22/2012-10/28/2012		M	1	380.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/22/2012	Mo	05:56:38 AM		MST105H	30	380.00			
3	THIS MORNING 6-7AM	10/16/2012-10/19/2012	. T W T F . .	30	5	600.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/15/2012-10/21/2012		. T W T F . .	5	600.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/16/2012	Tu	06:09:41 AM		MST105H	30	600.00			
10/16/2012	Tu	06:59:00 AM		MST105H	30	600.00			
10/17/2012	We	06:22:48 AM		MST105H	30	600.00			
10/18/2012	Th	06:37:47 AM		MST105H	30	600.00			
10/19/2012	Fr	06:37:48 AM		MST105H	30	600.00			

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4	THIS MORNING 6-7AM		10/22/2012-10/22/2012		M		30	1	675.00	
<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/22/2012-10/28/2012		M		1		675.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/22/2012	Mo	06:55:05 AM		MST105H	30	675.00				
5	THE EARLY SHOW		10/16/2012-10/19/2012		. T W T F . .		30	4	340.00	
<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/15/2012-10/21/2012		. T W T F . .		4		340.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/16/2012	Tu	08:21:11 AM		MST105H	30	340.00				
10/17/2012	We	08:27:58 AM		MST105H	30	340.00				
10/18/2012	Th	08:50:29 AM		MST105H	30	340.00				
10/19/2012	Fr	08:43:58 AM		MST105H	30	340.00				
6	THE EARLY SHOW		10/22/2012-10/22/2012		M		30	1	380.00	
<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/22/2012-10/28/2012		M		1		380.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/22/2012	Mo	08:44:50 AM		MST105H	30	380.00				
7	THIS MORNING 9-10AM		10/16/2012-10/19/2012		. T W T F . .		30	4	150.00	
<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/15/2012-10/21/2012		. T W T F . .		4		150.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/16/2012	Tu	09:47:39 AM		MST105H	30	150.00				
10/17/2012	We	09:41:42 AM		MST105H	30	150.00				

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	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/18/2012	Th	09:16:20 AM		MST105H	30	150.00			
	10/19/2012	Fr	09:38:35 AM		MST105H	30	150.00			
8	THIS MORNING 9-10AM		10/22/2012-10/22/2012		M		30	1	180.00	
	<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>			
	10/22/2012-10/28/2012		M		1		180.00			
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/22/2012	Mo	09:52:57 AM		MST105H	30	180.00			
9	NOON NEWS		10/16/2012-10/19/2012		. T W T F . .		30	4	585.00	
	<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>			
	10/15/2012-10/21/2012		. T W T F . .		4		585.00			
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/16/2012	Tu	12:24:09 PM		MST105H	30	585.00			
	10/17/2012	We	12:10:44 PM		MST105H	30	585.00			
	10/18/2012	Th	12:23:25 PM		MST105H	30	585.00			
	10/19/2012	Fr	12:28:45 PM		MST105H	30	585.00			
10	NOON NEWS		10/22/2012-10/22/2012		M		30	1	585.00	
	<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>			
	10/22/2012-10/28/2012		M		1		585.00			
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/22/2012	Mo	12:24:37 PM		MST105H	30	585.00			

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11	4PM EARLY NEWS	10/16/2012-10/19/2012	. T W T F . .	30	5	540.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/15/2012-10/21/2012		. T W T F . .	5	540.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/16/2012	Tu	04:29:45 PM		MST105H	30	540.00			
10/17/2012	We	04:14:24 PM		MST105H	30	540.00			
10/17/2012	We	04:43:58 PM		MST105H	30	540.00			
10/18/2012	Th	04:28:49 PM		MST105H	30	540.00			
10/19/2012	Fr	04:37:52 PM		MST105H	30	540.00			
12	4PM EARLY NEWS	10/22/2012-10/22/2012	M	30	1	585.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/22/2012-10/28/2012		M	1	585.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/22/2012	Mo	04:30:02 PM		MST105H	30	585.00			
13	5PM EARLY NEWS M-F	10/16/2012-10/19/2012	. T W T F . .	30	6	860.00			
30 MIN SEP									
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
10/15/2012-10/21/2012		. T W T F . .	6	860.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/16/2012	Tu	05:12:41 PM		MST105H	30	860.00			
10/16/2012	Tu	05:42:10 PM		MST105H	30	860.00			
10/17/2012	We	05:37:48 PM		MST105H	30	860.00			
10/18/2012	Th	05:12:32 PM		MST105H	30	860.00			
10/18/2012	Th	05:37:32 PM		MST105H	30	860.00			
10/19/2012	Fr	05:24:13 PM		MST105H	30	860.00			

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14	5PM EARLY NEWS M-F	10/22/2012-10/22/2012	M	30	1	900.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/22/2012-10/28/2012		M	1	900.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/22/2012	Mo	05:43:25 PM		MST105H	30	900.00				
15	M-F ERLY NEWS	10/16/2012-10/19/2012	. T W T F . .	30	6	990.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/15/2012-10/21/2012		. T W T F . .	6	990.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/16/2012	Tu	06:10:37 PM		MST105H	30	990.00				
10/17/2012	We	06:27:34 PM		MST105H	30	990.00				
10/17/2012	We	06:54:09 PM		MST105H	30	990.00				
10/18/2012	Th	06:36:40 PM		MST105H	30	990.00				
10/19/2012	Fr	06:36:34 PM		MST105H	30	990.00				
10/19/2012	Fr	06:41:12 PM		MST105H	30	990.00				
16	M-F ERLY NEWS	10/22/2012-10/22/2012	M	30	1	1,080.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/22/2012-10/28/2012		M	1	1,080.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/22/2012	Mo	06:26:29 PM		MST105H	30	1,080.00				
17	11PM NEWS	10/16/2012-10/17/2012	. T W	30	2	1,890.00				

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10/15/2012-10/21/2012			. T W		2		1,890.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/16/2012	Tu	11:28:31 PM		MST105H	30	1,890.00			
10/17/2012	We	11:22:55 PM		MST105H	30	1,890.00			
18	SAT. MORN. LOCAL NEWS		10/20/2012-10/20/2012	 S .		30	1	300.00
<u>Week Of</u>			<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/15/2012-10/21/2012		 S .		1		300.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/20/2012	Sa	06:54:49 AM		MST105H	30	300.00			
19	SAT.CBS MORNING NEWS		10/20/2012-10/20/2012	 S .		30	1	450.00
<u>Week Of</u>			<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/15/2012-10/21/2012		 S .		1		450.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/20/2012	Sa	09:27:15 AM		MST105H	30	450.00			
20	SAT 7PM NEWS		10/20/2012-10/20/2012	 S .		30	1	650.00
<u>Week Of</u>			<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/15/2012-10/21/2012		 S .		1		650.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/20/2012	Sa	07:22:28 PM		MST105H	30	650.00			

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21	THE SUNDAY BUSINESS PAGE	10/21/2012-10/21/2012S	30	1	135.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/15/2012-10/21/2012	S	1	135.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/21/2012	Su	06:39:26 AM		MST105H	30	135.00				
22	KD/PG SUNDAY EDITION	10/21/2012-10/21/2012S	30	1	100.00				
LUR										
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/15/2012-10/21/2012	S	1	100.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/21/2012	Su	08:42:32 AM		MST105H	30	100.00				
23	CBS SUN MORN	10/21/2012-10/21/2012S	30	1	630.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/15/2012-10/21/2012	S	1	630.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/21/2012	Su	09:53:14 AM		MST105H	30	630.00				
24	FACE THE NATION	10/21/2012-10/21/2012S	30	1	585.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/15/2012-10/21/2012	S	1	585.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/21/2012	Su	10:58:55 AM		MST105H	30	585.00				

Warranty - We warrant the above broadcasts were made according to the official station log.

Remit To: KDKA-TV
21251 NETWORK PLACE
CHICAGO, IL 60673-1251



KDKA-TV

INVOICE

For: FRIENDS OF MATT SMITH(172688)
Stephen Korbel - Treasurer
PO BOX 13445
Pittsburgh, PA 15243-0445

Account Exec: Brian Butz-1
Office: KDKA-TV
Contract Num: 1201-57011
Contract Dates: 10/16/2012-10/22/2012
Customer Order:
Linked Order:
CPE: / /

Invoice Num: 1201-544286
Invoice Date: 10/28/2012
Billing Cycle: Broadcast EOM
Billing Period: 10/01/2012-10/28/2012

Page 8 of 9

PAY BY 11/27/2012
Net 30 days

In Account With: MESSAGE & MEDIA INC.(22198)
100 Albany St
New Brunswick, NJ 08901-2179
ATTN:Accounts Payable

Product Desc: FRIENDS OF MATT SMITH

Broadcast airtimes represented are reported to the nearest second.

Buy Line	Flight Description	Buy Line Dates	MTWTFSS		Dur	Total Spots	Rate		
25	CBS EVENING NEWS	10/17/2012-10/17/2012	..W....		30	1	990.00		
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>		<u>Rate</u>				
10/15/2012-10/21/2012		..W....	1		990.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/17/2012	We	07:29:26 PM		MST105H	30	990.00			
26	CSI: MIAMI	10/20/2012-10/20/2012S.		30	1	135.00		
LUR									
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>		<u>Rate</u>				
10/15/2012-10/21/2012	S.	1		135.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/20/2012	Sa	12:50:13 AM		MST105H	30	135.00			
27	PRESIDENTIAL/VP DEBATES	10/16/2012-10/16/2012	.T.....		30	1	2,600.00		
LUR									
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>		<u>Rate</u>				
10/15/2012-10/21/2012		.T.....	1		2,600.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/16/2012	Tu	10:58:27 PM		MST105H	30	2,600.00			
28	#1 COCHRAN SPORTS SHOWDOWN	10/21/2012-10/21/2012S		30	2	540.00		
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>		<u>Rate</u>				
10/15/2012-10/21/2012	S	1		540.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/21/2012	Su				30			540.00	Preempted
10/21/2012	Su	12:47:31 AM	10/21/2012	MST105H	30	540.00	540.00		Makegood in 00:31:13-01:03:05

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21251 NETWORK PLACE
CHICAGO, IL 60673-1251



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Net 30 days

In Account With: MESSAGE & MEDIA INC.(22198)
100 Albany St
New Brunswick, NJ 08901-2179
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Product Desc: FRIENDS OF MATT SMITH

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Buy Line	Flight Description		Buy Line Dates		M T W T F S S		Dur	Total Spots	Rate
29	PRICE IS RIGHT		10/16/2012-10/16/2012		. T		30	1	495.00
<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>			
10/15/2012-10/21/2012		. T		1		495.00			
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/16/2012	Tu	10:58:30 AM		MST105H	30	495.00			
<u>Total Spots</u>		<u>Gross Amt</u>		<u>Commission Amt</u>		<u>Net Amt</u>	<u>Debit</u>	<u>Credit</u>	<u>Reconciliation</u>
Air Time Totals		60		38,775.00		5,816.25	32,958.75	540.00	540.00 0.00

Billing Notes

PRINT AT STATION. ALL RATES ARE NON PRE-EMPTIBLE UNLESS NOTED OTHERWISE. PAID FOR BY FRIENDS OF MATT SMITH, MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE.

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

Wire Transfer Instructions:

For Billing Inquiries Please Contact:

ACCOUNT EXECUTIVE

412-575-2200

Gross Billing

38,775.00

Trade Value

0.00

Agency Commission

5,816.25

Local Tax

0.00

State Tax

0.00

Pre Paid Amount

0.00

Pay This Amount

32,958.75

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